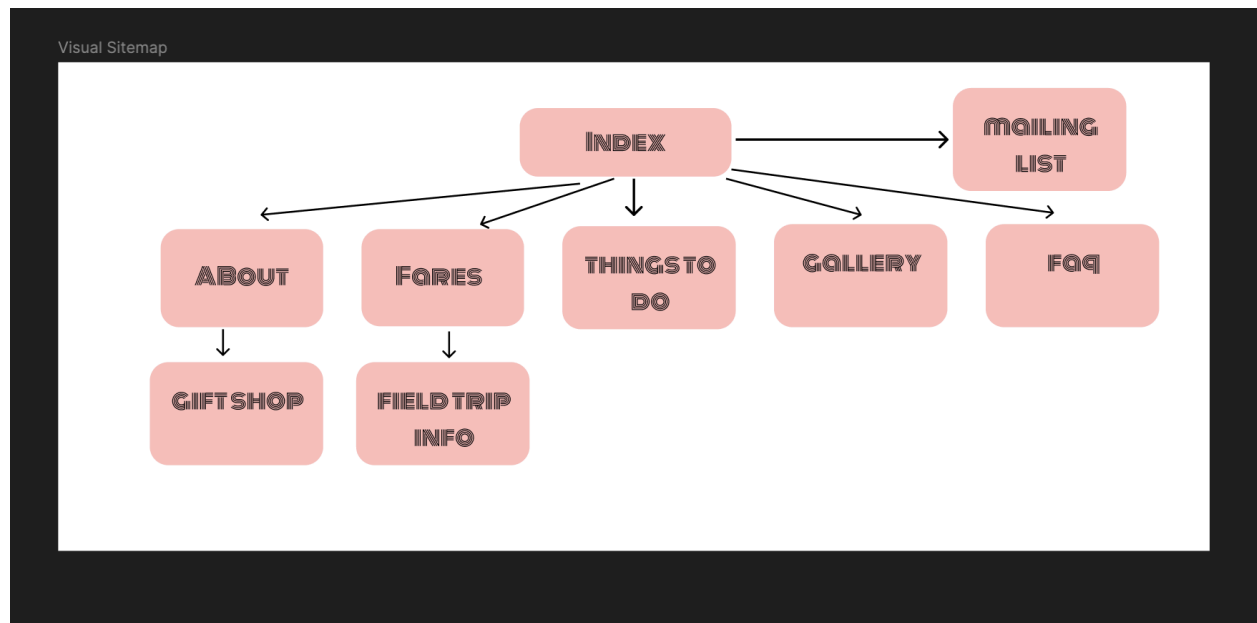


Visual Sitemap



Information Architecture and Navigation

To create a layout that is easy and intuitive to navigate, I referenced travel websites that I found interesting and played around with the original Duquesne Incline website to find pages and links that seemed out of place. I wanted the user to be able to easily navigate and find the information they needed, so I had the navigation bar include links to pages that are most commonly visited as well as most commonly displayed on other websites. With this layout, the user is easily able to find what they are looking for, and through my user testing, I found that the layout was very intuitive. For example, when my users wanted to learn more about the history of the incline, they immediately clicked the About page. The way my pages are linked allows for the user to have relevant information grouped together, so it is easier to find and isn't spanned across many different pages that are linked on other pages such as in the original Duquesne Incline website. For example, the field trip information page is linked in the fares page, as they are both connected by being part of a 'booking' category. The user is able to easily navigate back to their previous pages, as well as any other pages they need.

First-Time vs. Returning Visitors

The site has intuitive navigation and a clear layout, allowing usability for both first-time and returning visitors. If first-time visitors need to find information about visiting the incline, history, or simply viewing images of the incline, the pages are easily accessible on the website. The pages all follow a certain styling and are cohesive with each other, and items such as buttons have specific stylings. The navigation bar also highlights which page you are on if it is one of the main pages. For returning visitors, they will also be able to easily navigate and access information and find pages that they had visited prior.

Design Evolution

I wanted the website to have a cohesive look and feel that had colors that would match the incline itself, so I chose the colors by creating a palette based on an image of the incline. After establishing my design choices in colors and fonts, I utilized Figma to create a wireframe. I wanted the wireframe to show how each page would connect and to look cohesive as a whole. When comparing my website to my wireframes, most of the navigation remains the same with a few changes. For example, I decided not to have a visitor details page, as the original one in the Duquesne Incline website only had a few images and caption text, and so I felt it would be better to just place that in the gallery. I also re-ordered the navigation bar links to be more intuitive and match other known websites. Another change I made is including the gallery in the navigation bar, as I found that most websites have a link to a gallery in their navigation, and having it in the about page is a bit confusing. To accommodate this change, I moved the gift shop page out of the navigation bar, as it is a smaller section and doesn't have as high of information purpose as the other links in the navigation bar. Most of the styling of each page also stayed the same, however I changed some box alignment and colors here and there as it looked different as a whole when designing the website, and also to account for the content that would be in the pages, and consistency across pages. Other than slight changes with colors, font sizes and alignment, I aimed to match my website design as closely to my wireframe as possible.